



NEUTRAL

# Green Careers & Carbon Neutrality

Transformation Through Green Economic  
& Career Development

For Seattle City Council  
Tuesday, September 14, 2010

# Green Career Pathways & Carbon Neutrality

## Agenda

Green Jobs vs. Green Careers

Challenges & Opportunities

Green Industry Clusters & Career Sectors

Green Economic Development = Jobs

Green Education & Training

Social Equity & Carbon Neutrality

Summary & Recommendations

# Green Jobs vs. Green Careers



Careers = 20+ yrs

Jobs = <3 yrs

# Challenges & Opportunities



Comprehensive  
Market  
Analysis



Definition  
Of Green  
Opportunities



Education  
& Training



All Hands  
On-Deck



Social  
Return On  
Investment

**Our Challenges Are Opportunities Too!**

# Industry Clusters & Career Sectors

## Where Green Professionals Work?

### Public Sector

- Federal Government
- State Government
- Local Government

### Private Sector

- Corporations
- Consulting Firms
- Sole Proprietors

### Nonprofit Sector

- Research
- Advocacy
- Community Dev't



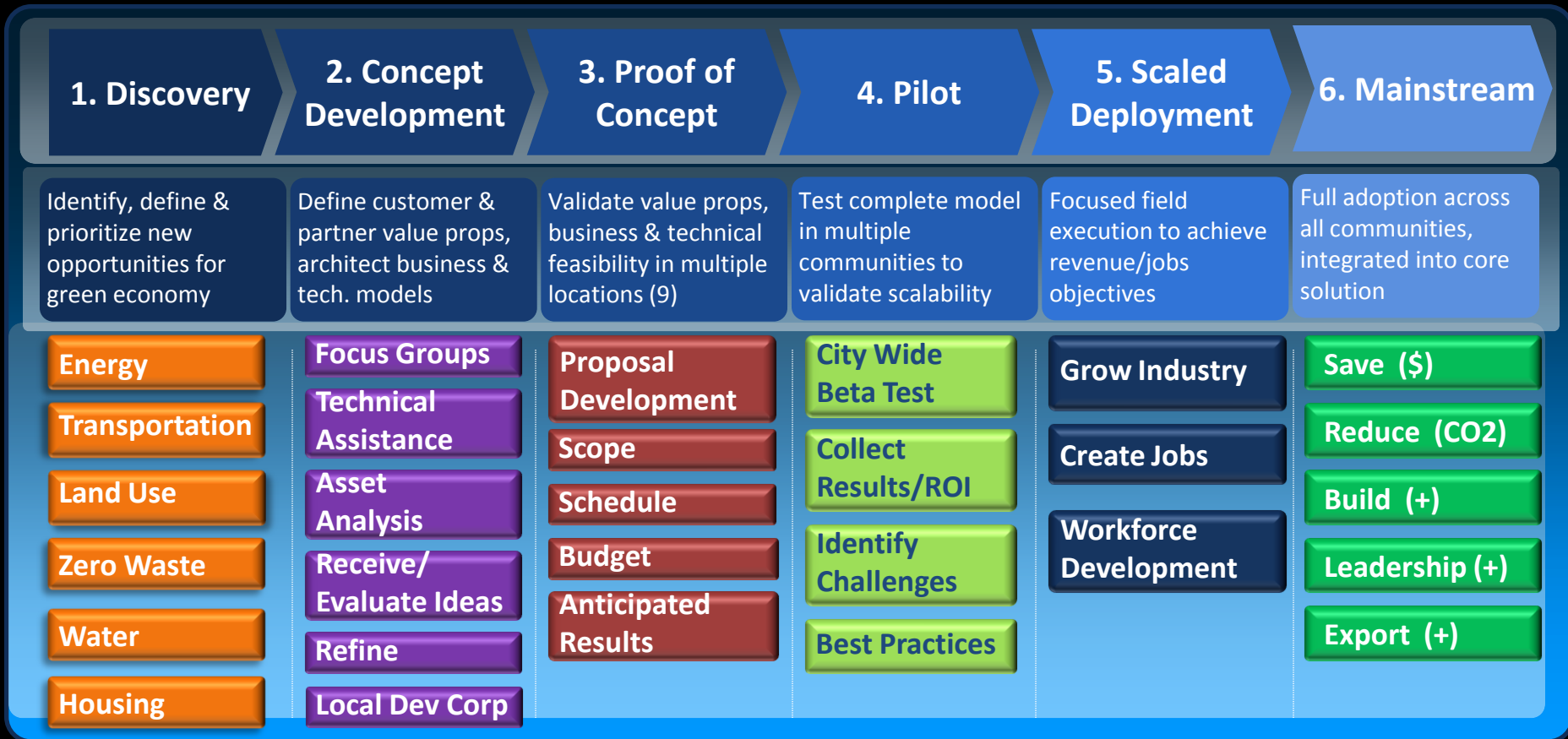
## Types of Work Activities

1. Lab Work
2. Field Work
3. Planning & Design
4. Policy Making
5. Regulatory Compliance
6. Public Information
7. Research
8. Information Mgmt
9. Public Relations

Volunteering, Internships & Mentors



# Green Economic Development = Jobs



Why you should be excited: Spur Economic Development, Generate Revenue & Create Jobs Objectives

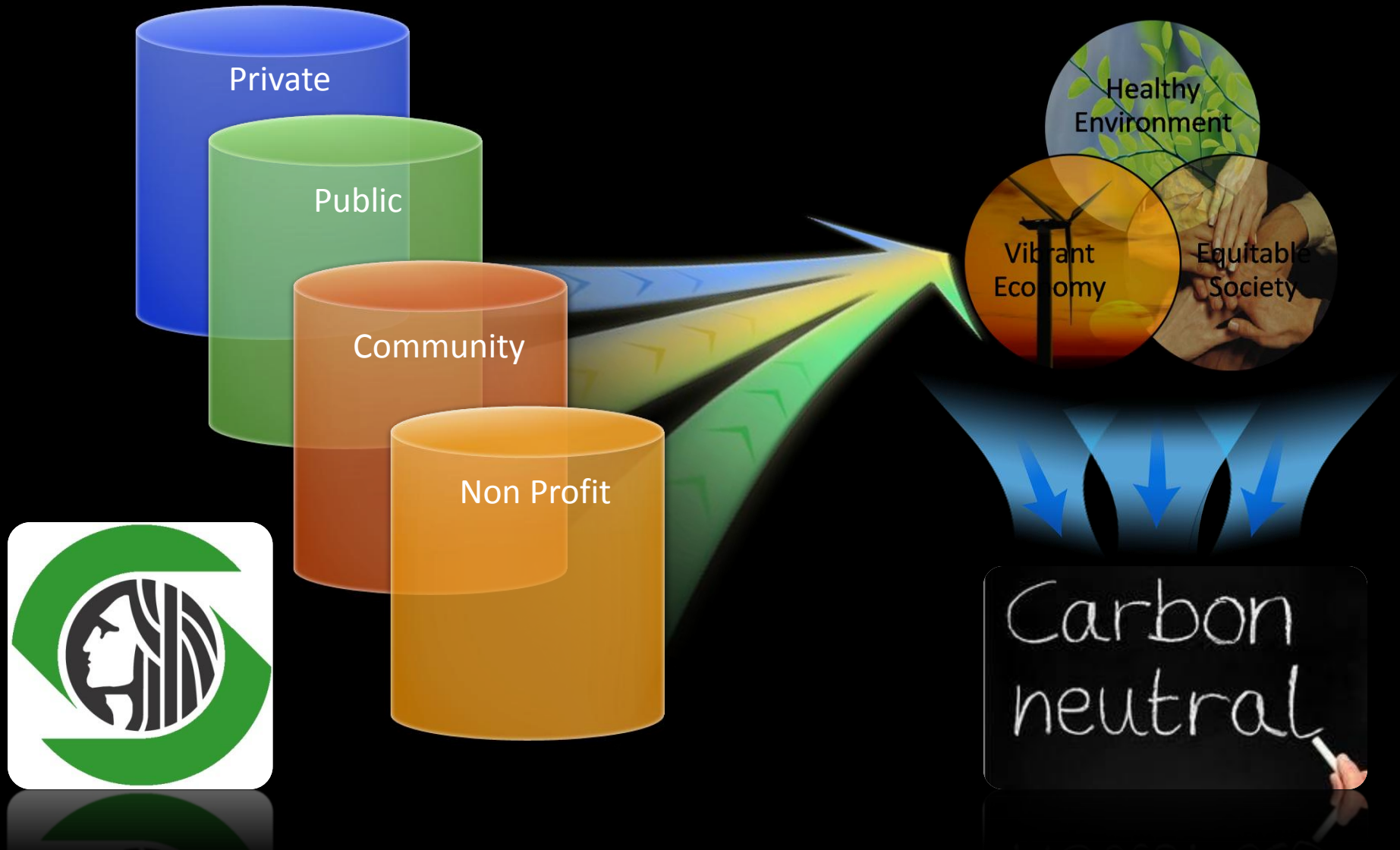
- Demonstrate green economy thought leadership & establish mindshare
- Metropolitan scale green economy solutions that provide pathways out of poverty
- Market expansion in energy , transportation, waste mgmt, land use, & community development
- Long-term sustainable revenue through strategic economic development, partnerships & exports

# Green Education & Training



Apprentice, Journeyman, & Master-level

# Social Equity & Carbon Neutrality





# Recommendations

1. Conduct Green Career Sector Market Analysis
2. Establish Specific Hiring Requirements
3. Identify Key Performance Indicators (KPIs)
4. Involve ALL Stakeholder Groups
5. Develop Educational & Training Pathways
6. Measure Economic Impact For City & Society
7. Create Coordination & Collaboration Taskforce
8. Seek Social Return on Investment (SROI)

# The Team

- Derek Birnie, Delridge Neighborhood Development Association
  - John Forsyth, Seattle Housing Authority
  - Demian Minjarez, Moontown Foundation
    - Stacy Noland, Moontown Foundation
    - Sheryl Shapiro, Seattle Public Utilities
      - James Workman, EOS Alliance

**Thank you**